

RECEIVED
FEDERAL ELECTION
COMMISSION
OFFICE OF GENERAL
COUNSEL

2003 JAN 16 P 2:10

December 17, 2002

Lawrence H. Norton, Esq.
Office of General Counsel
Federal Election Commission
999 E Street, NW
Washington, DC 20463

MUR # 5347

Re: Complaint Against the Pennsylvania Democratic Party, Rep. Joe Hoeffel,
and the Democratic Congressional Campaign Committee

Dear Mr. Norton:

Deidre Barnes, hereby brings this complaint pursuant to 2 U.S.C. § 437g(a)(1) of the Federal Election Campaign Act of 1971 ("The Act"), as amended, 2 U.S.C. § 432 *et seq.*, against the Pennsylvania Democratic Party, Rep. Joe Hoeffel, and the Democratic Congressional Campaign Committee. Deidre Barnes is located at 430 Fitzwatertown Rd, Willowgrove, PA 19090.

I. Factual Background

Last month, Democrat Rep. Joe Hoeffel narrowly held off a challenge by Republican Melissa Brown, with much of the credit for this victory due to the Pennsylvania Democratic Party ("PDP") and the Democratic Congressional Campaign committee ("DCCC"). During the final week of the campaign, the state Democratic Party spent \$728,266 on campaign ad spots presumably produced by the DCCC supporting Hoeffel – five times the amount spent by the Hoeffel campaign during the same period (the state party spent an additional \$6,541 the previous week for a total of \$734,807). All of these ads aired by the PDP contained the disclaimer legally required for coordinated expenditures: "Paid for by the Pennsylvania Democratic Party and Authorized by Hoeffel for Congress." A summary of the expenditures is enclosed, as are true and correct copies of transcriptions of the ads.

II. Legal Analysis

Federal law limits the amount of contributions that can be made by persons and organizations to Federal candidates and their authorized committees. 2 U.S.C. § 441a(a). Similarly, the national and state political party committees are subject to a coordinated expenditure limit of \$35,910. *See FEC Record* at 13 (March 2002). Entities subject to the higher limits must incorporate the appropriate disclaimer into those advertisements that constitute coordinated expenditures. *See* 11 CFR § 110.11. Ordinarily, the disclaimer should read "Paid for by [State Party] and authorized by [campaign committee]."

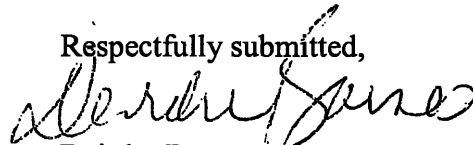
All of the advertisements at issue supporting Rep. Hoeffel that were paid for by the Pennsylvania Democratic Party contained disclaimers indicating that the expenditure was authorized by Hoeffel. Taking the PDP at its word, the amount spent on the advertisements was subject to the Federal limit. As the enclosed summary of advertising expenditures indicates, the Pennsylvania Democrats spent \$734,807—an amount 20.5 times the coordinated expenditure limit imposed by Federal law.

III. Conclusion

We respectfully request that the Commission investigate the violations detailed above. Based on the available information, the Pennsylvania Democratic Party grossly exceeded the coordinated expenditure limit. To the extent that Rep. Joe Hoeffel and the Democratic Congressional Campaign Committee were aware of these violations, and aided or devised the scheme, they should be held accountable as well.

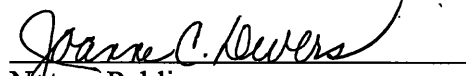
The Commission should, if necessary, file suit in Federal court against them to ensure that any violations of Federal law are punished. Moreover, in light of the high degree of the violation, the Commission should assess whether a knowing and willful violation of the Act occurred.

Respectfully submitted,

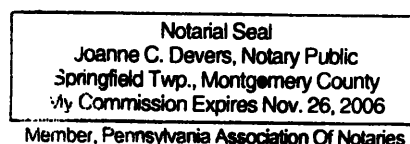

Deirdre Barnes

Attachments

SWORN TO AND SUBSCRIBED before me on this 17 day of DECEMBER 2002.


Notary Public

My commission expires:



CAMPAIGN MEDIA ANALYSIS GROUP

**Pennsylvania
District 13**

Storyboard

Storyboard

Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/30/2002 - 10/30/2002

Creative Id: 2694862



[Brown]: "Beating breast cancer taught me a lot about being a fighter. So when you see Joe Hoeffel's personal attacks



remember two things. First, they're not true, and second, they only strengthen



my resolve to work hard for you in Congress. As a doctor, I'll fight



for Medicare prescription drug coverage, the same coverage Joe Hoeffel voted against. You can count on



It and if your tired of Mayor [Unintelligible], Joe Hoeffel and Section 8 Housing, join me in standing up



to city hall to stop it." [Announcer]: Melissa Brown, real life,



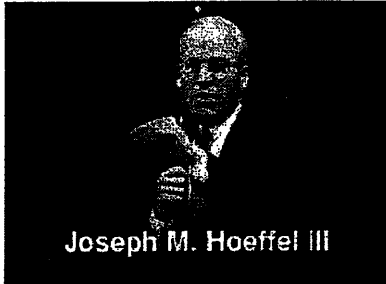
real leadership. [PFB]: Friends of Melissa Brown

Storyboard

Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/22/2002 - 10/22/2002

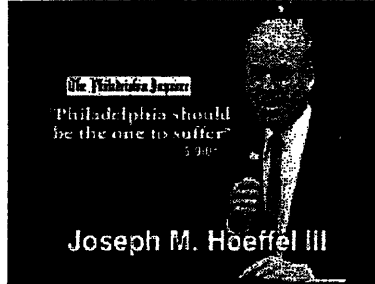
Storyboard

Creative Id: 2685160



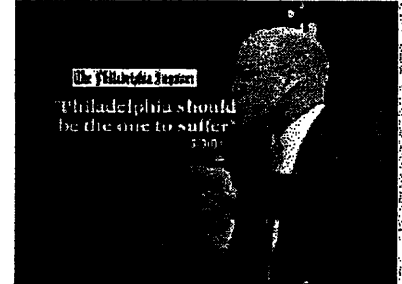
Joseph M. Hoeffel III

[Announcer]: Joe Hoeffel, first he rejected northeast Philly during redistricting,



Joseph M. Hoeffel III

saying Philadelphia should be the one to suffer. Now, Hoeffel says he's for us.



But for him that means supporting Mayor



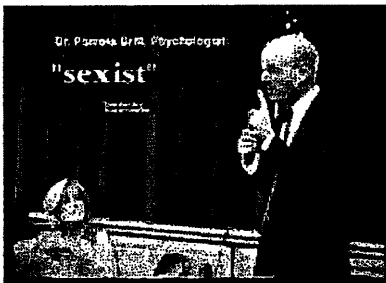
Street to expand Section 8 housing, and voting against



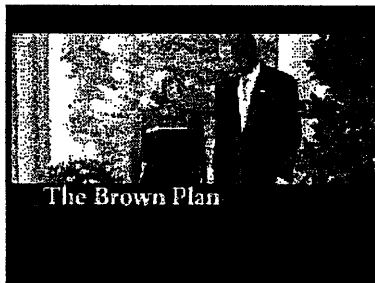
prescription drug coverage for our seniors, twice. Hoeffel even attacked his opponent, Melissa Brown,



with comments, called sexist and bordering harassment. Melissa Brown's plan:



stop Section 8 abuse, get seniors Medicare prescription coverage, expand



women's healthcare. Melissa Brown, Congress.



[PFB]: Friends of Melissa Brown

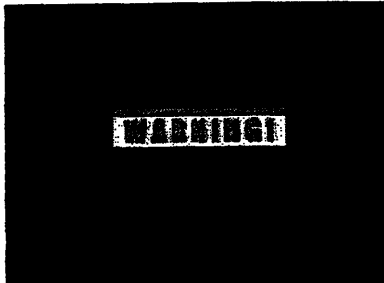


Storyboard

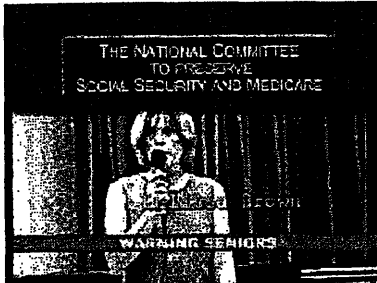
Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/28/2002 - 10/28/2002

Storyboard

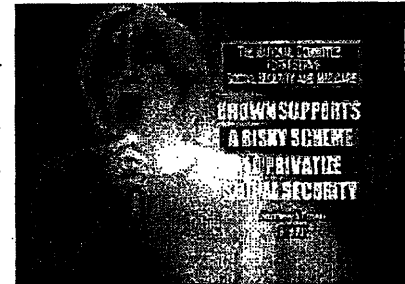
Creative Id: 2692922



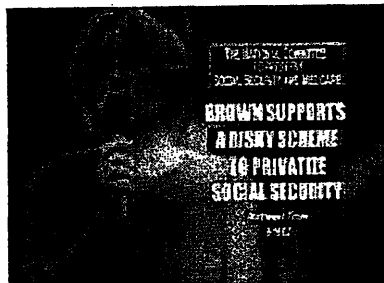
[Announcer]: Warning! The National Committee to Preserve Social Security and Medicare



is warning seniors in northeast Philadelphia and Montgomery County



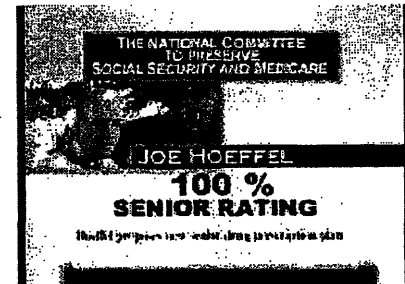
not to vote for Melissa Brown for Congress. Melissa Brown supports a risky



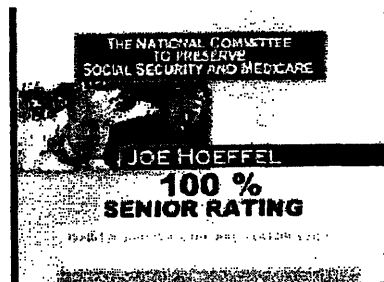
scheme to privatize Social Security, jeopardizing your retirement funds.



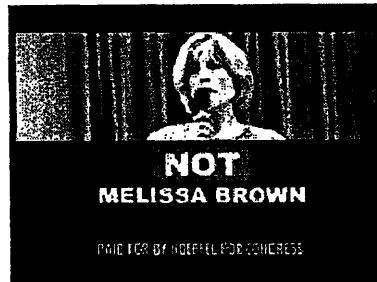
Brown's prescription drug plan helps insurance companies more than seniors.



Instead, the committee gives Joe Hoeffel a 100% senior rating



and urges you to vote for Joe Hoeffel, not Melissa Brown.



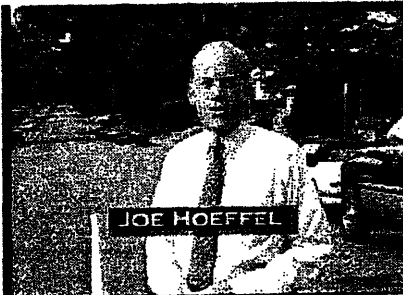
[PFB]: Hoeffel for Congress

Storyboard

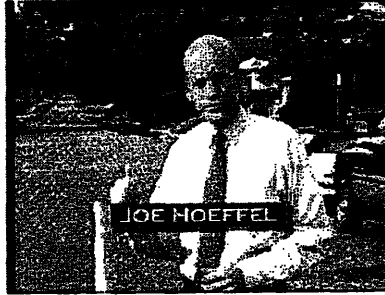
Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/09/2002 - 10/21/2002

Storyboard

Creative Id: 2667556



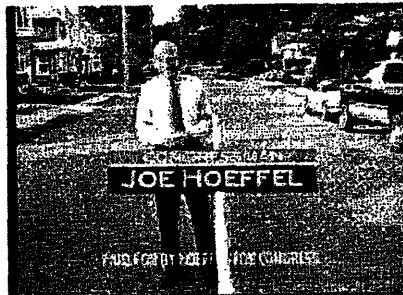
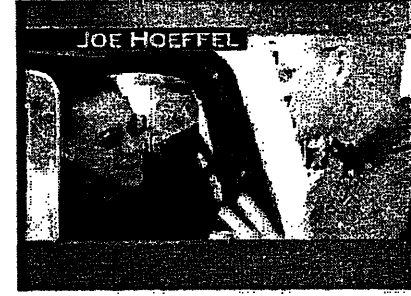
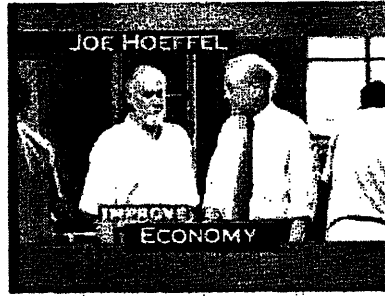
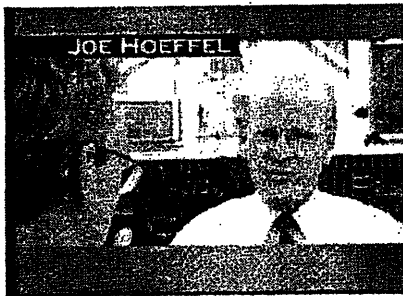
[Joe Hoeffel]: "I'm Joe Hoeffel. The reason I'm here in the middle of the street is because this line



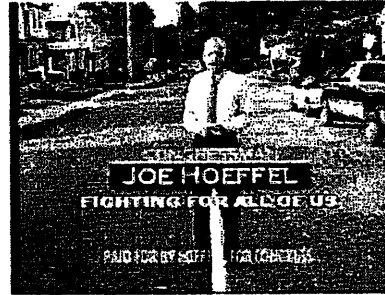
is the border between northeast Philadelphia and Montgomery county. Our new Congressional district is unique but the is the same.



So no matter which side of the line you live, Montgomery county or northeast Philly, I'll be fighting for you in Congress every day.



[PFB: Hoeffel for Congress]

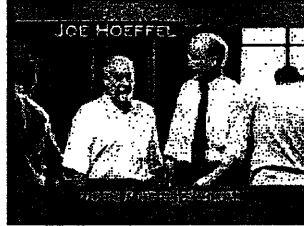


Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/16/2002 - 10/16/2002

Creative Id: 2676768



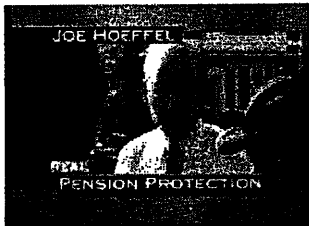
[Announcer]: This is Joe Hoeffel's record in Congress. Hoeffel fought for



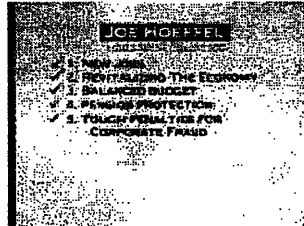
new jobs and to start revitalizing the economy, for a balanced budget, for real pension protection



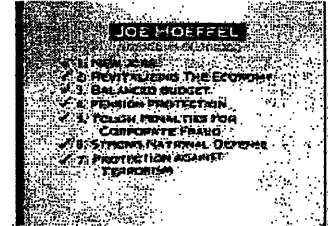
for workers and tough penalties for corporate fraud, for a strong national defense.



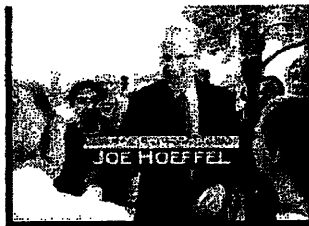
and protection against terrorism. And Joe Hoeffel continues to have a



near perfect voting record. And Hoeffel remains one of the few members of Congress

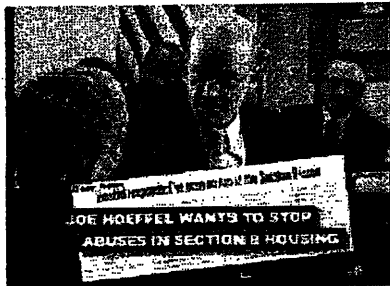


who actually returns money to the Federal

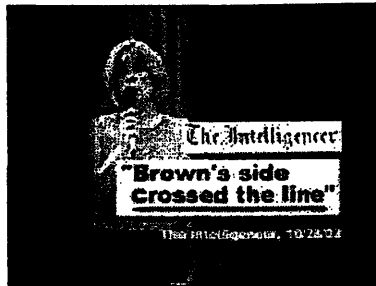


Treasury. Congressman Joe Hoeffel, fighting for us. [PFB]: Hoeffel for Congress

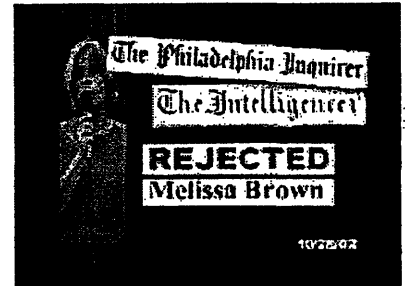
Creative Id: 2694638



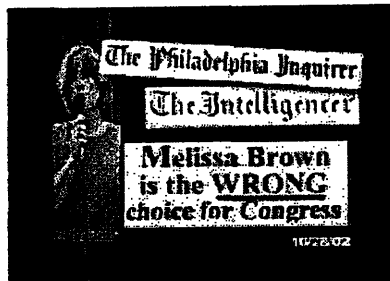
[Announcer]: Melissa Brown is wrong. Joe Hoeffel wants to stop abuses in Section 8 housing, removing bad tenants. The Intelligencer said, "Melissa Brown's campaign has crossed the line."



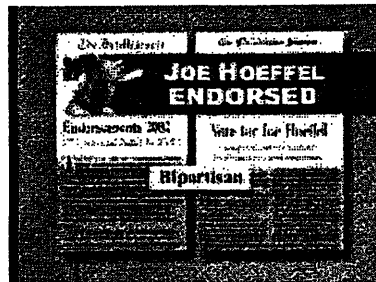
The Inquirer, "Brown has been negative and irresponsibly divisive,"



and both papers have rejected her candidacy, saying Melissa Brown



is the wrong choice for Congress. Instead, they are endorsing Joe Hoeffel



calling him bi-partisan and willing to make tough votes. Joe Hoeffel



for Congress, for us. [PFB]: Pennsylvania Democratic Party

Storyboard

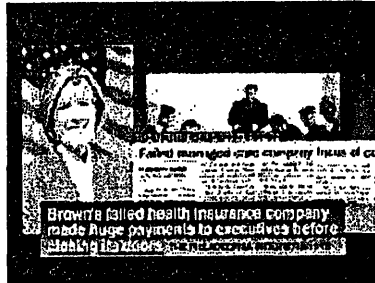
Brand: POL-CONGRESS (B332)
Parent: POLITICAL ADV
Aired: 10/30/2002 - 10/30/2002

Storyboard

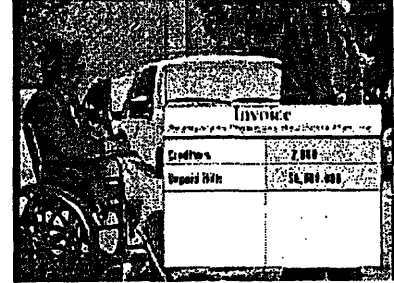
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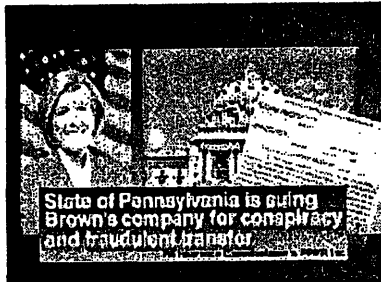
[Announcer]: Pennsylvanians are worried about healthcare. And what's Melissa Brown's record? Brown



co-founded a now failed health insurance company that made huge payments towards its executives



just before closing its doors, leaving hundreds of patients with



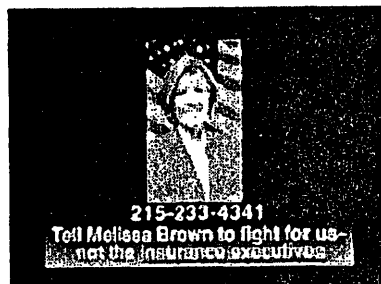
unpaid medical bills. The state of Pennsylvania is now suing Brown's company for conspiracy



and fraudulent transfer. But is Brown ashamed? Hardly. She called



her insurance company, "a noble venture." Call Melissa Brown and tell her to fight for us, not



the Insurance executives. [PFB]: Democratic Congressional Campaign Committee.

CMAG REPORTS

Philadelphia, Pennsylvania

AIR DATE SUMMARY

October 9, 2002 - November 5, 2002

WEEK	CREATIVE	SPOT COUNT	EST. AUDIENCE DELIVERY	EST. COST
10/9/02 - 10/13/02	PA/HOEFFEL MIDDLE OF THE STREET	52	240.8	\$82,826
	HOEFFEL TOTAL	52	240.8	\$82,826
	WEEK TOTAL	52	240.8	\$82,826
10/14/02 - 10/20/02	PA/HOEFFEL MIDDLE OF THE STREET	42	165.0	\$51,122
	PA/HOEFFEL RECORD	33	144.8	\$52,913
	HOEFFEL TOTAL	75	309.8	\$104,035
	WEEK TOTAL	75	309.8	\$104,035
10/21/02 - 10/27/02	PA/BROWN HOEFFEL REJECT PHILLY	149	671.3	\$272,543
	PA/HOEFFEL MIDDLE OF THE STREET	2	3.6	\$981
	PA/HOEFFEL RECORD	1	1.9	\$498
	BROWN TOTAL	149	671.3	\$272,543
	HOEFFEL TOTAL	3	5.5	\$1,479
	WEEK TOTAL	152	676.8	\$274,022
10/28/02 - 11/3/02	PA/BROWN BEATING BREAST CANCER	221	894.8	\$401,554
	PA/BROWN HOEFFEL REJECT PHILLY	27	131.1	\$58,424
	PA/HOEFFEL BROWN WARNING	102	430.1	\$159,231
	PA/PADP BROWN'S FAILED HEALTHCARE CO	136	607.6	\$357,163
	PA/PADP HOEFFEL NEWSPAPERS	97	417.7	\$220,721
	BROWN TOTAL	248	1025.9	\$459,978
	HOEFFEL TOTAL	102	430.1	\$159,231
	PADP TOTAL	233	1025.3	\$577,884
	WEEK TOTAL	583	2486.3	\$1,197,093
11/4/02 - 11/5/02	PA/BROWN BEATING BREAST CANCER	89	333.7	\$139,439
	PA/HOEFFEL BROWN WARNING	29	101.1	\$34,987
	PA/PADP BROWN'S FAILED HEALTHCARE CO	57	245.9	\$110,922
	PA/PADP HOEFFEL NEWSPAPERS	34	125.3	\$46,001
	BROWN TOTAL	89	333.7	\$139,439
	HOEFFEL TOTAL	29	101.1	\$34,987
	PADP TOTAL	91	371.2	\$156,923
	WEEK TOTAL	209	806.0	\$331,349
	GRAND TOTAL	1071	4514.7	\$1,989,325

CMAG REPORTS**DAYPART SUMMARY****Philadelphia, Pennsylvania****October 9, 2002 - November 5, 2002****MELLISSA BROWN**

Daypart	Spot Count	% of Total
Daytime	135	28%
Early Fringe	82	17%
Early Morning	98	20%
Early News	28	6%
Late Fringe	51	10%
Late News	38	8%
Prime Access	29	6%
Prime Time	25	5%
Total	486	100%

JOE HOFFEL

Daypart	Spot Count	% of Total
Daytime	79	30%
Early Fringe	51	20%
Early Morning	58	22%
Early News	22	8%
Late Fringe	24	9%
Late News	8	3%
Prime Access	17	7%
Prime Time	2	1%
Total	261	100%

CMAG REPORTS**DAYPART SUMMARY****Philadelphia, Pennsylvania****October 9, 2002 - November 5, 2002****PENNSYLVANIA DEMOCRATIC PARTY**

Daypart	Spot Count	% of Total
Daytime	67	21%
Early Fringe	54	17%
Early Morning	65	20%
Early News	13	4%
Late Fringe	36	11%
Late News	29	9%
Prime Access	36	11%
Prime Time	24	7%
Total	324	100%

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
BROWN	24	PHILADELPHIA	1
	24 Total		1
BROWN	3RD ROCK FROM THE SUN	PHILADELPHIA	1
	3RD ROCK FROM THE SUN Total		1
BROWN	48 HOURS/CBS	PHILADELPHIA	1
	48 HOURS/CBS Total		1
BROWN	60 MINUTES	PHILADELPHIA	1
PADP	60 MINUTES	PHILADELPHIA	1
	60 MINUTES Total		2
PADP	60 MINUTES II	PHILADELPHIA	2
	60 MINUTES II Total		2
BROWN	ABC NEWS:NIGHTLINE	PHILADELPHIA	7
HOEFFEL	ABC NEWS:NIGHTLINE	PHILADELPHIA	6
PADP	ABC NEWS:NIGHTLINE	PHILADELPHIA	4
	ABC NEWS:NIGHTLINE Total		17
BROWN	ACCESS HOLLYWOOD	PHILADELPHIA	3
HOEFFEL	ACCESS HOLLYWOOD	PHILADELPHIA	2
PADP	ACCESS HOLLYWOOD	PHILADELPHIA	8
	ACCESS HOLLYWOOD Total		13
BROWN	AFC FOOTBALL GAME-CBS	PHILADELPHIA	1
	AFC FOOTBALL GAME-CBS Total		1
PADP	AGENCY	PHILADELPHIA	2
	AGENCY Total		2
BROWN	ALIAS	PHILADELPHIA	1
	ALIAS Total		1
BROWN	ALL MY CHILDREN	PHILADELPHIA	2
HOEFFEL	ALL MY CHILDREN	PHILADELPHIA	1
PADP	ALL MY CHILDREN	PHILADELPHIA	2
	ALL MY CHILDREN Total		5
BROWN	AMERICA'S MOST WANTED	PHILADELPHIA	1
	AMERICA'S MOST WANTED Total		1
BROWN	ANIMAL RESCUE	PHILADELPHIA	1
	ANIMAL RESCUE Total		1
BROWN	AS THE WORLD TURNS	PHILADELPHIA	1
HOEFFEL	AS THE WORLD TURNS	PHILADELPHIA	1
	AS THE WORLD TURNS Total		2
BROWN	BOLD AND THE BEAUTIFUL	PHILADELPHIA	2
PADP	BOLD AND THE BEAUTIFUL	PHILADELPHIA	1
	BOLD AND THE BEAUTIFUL Total		3
PADP	BOOMTOWN	PHILADELPHIA	1
	BOOMTOWN Total		1
BROWN	BOSTON PUBLIC	PHILADELPHIA	1
	BOSTON PUBLIC Total		1
HOEFFEL	CBS EVENING NEWS	PHILADELPHIA	1
	CBS EVENING NEWS Total		1
BROWN	CBS SUNDAY NIGHT MV	PHILADELPHIA	2
	CBS SUNDAY NIGHT MV Total		2
BROWN	CELEBRITY JUSTICE	PHILADELPHIA	1

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
	CELEBRITY JUSTICE Total		1
BROWN	CHEERS	PHILADELPHIA	1
	CHEERS Total		1
BROWN	CHRIS MATTHEWS	PHILADELPHIA	1
	CHRIS MATTHEWS Total		1
BROWN	COPS	PHILADELPHIA	3
	COPS Total		3
BROWN	COPS-FOX	PHILADELPHIA	1
	COPS-FOX Total		1
PADP	CSI: CRIME SCENE INVSTGT	PHILADELPHIA	1
	CSI: CRIME SCENE INVSTGT Total		1
BROWN	DATELINE NBC	PHILADELPHIA	2
PADP	DATELINE NBC	PHILADELPHIA	3
	DATELINE NBC Total		5
HOEFFEL	DAYS OF OUR LIVES	PHILADELPHIA	1
	DAYS OF OUR LIVES Total		1
BROWN	DHARMA & GREG	PHILADELPHIA	2
	DHARMA & GREG Total		2
BROWN	DR. PHIL	PHILADELPHIA	2
HOEFFEL	DR. PHIL	PHILADELPHIA	5
PADP	DR. PHIL	PHILADELPHIA	4
	DR. PHIL Total		11
BROWN	EARLY SHOW	PHILADELPHIA	9
HOEFFEL	EARLY SHOW	PHILADELPHIA	6
PADP	EARLY SHOW	PHILADELPHIA	10
	EARLY SHOW Total		25
BROWN	ELECTION COVERAGE	PHILADELPHIA	2
PADP	ELECTION COVERAGE	PHILADELPHIA	1
	ELECTION COVERAGE Total		3
BROWN	ENTERTAINMENT TNGHT S/S	PHILADELPHIA	1
PADP	ENTERTAINMENT TNGHT S/S	PHILADELPHIA	1
	ENTERTAINMENT TNGHT S/S Total		2
BROWN	ENTERTAINMENT TONIGHT	PHILADELPHIA	2
HOEFFEL	ENTERTAINMENT TONIGHT	PHILADELPHIA	2
PADP	ENTERTAINMENT TONIGHT	PHILADELPHIA	2
	ENTERTAINMENT TONIGHT Total		6
BROWN	ER-NBC	PHILADELPHIA	1
PADP	ER-NBC	PHILADELPHIA	1
	ER-NBC Total		2
BROWN	EVERY WOMAN	PHILADELPHIA	1
	EVERY WOMAN Total		1
BROWN	EVERYBODY LOVES RAYMOND	PHILADELPHIA	2
PADP	EVERYBODY LOVES RAYMOND	PHILADELPHIA	1
	EVERYBODY LOVES RAYMOND Total		3
BROWN	EXTRA ENTERTAINMENT MAG	PHILADELPHIA	4
HOEFFEL	EXTRA ENTERTAINMENT MAG	PHILADELPHIA	5
PADP	EXTRA ENTERTAINMENT MAG	PHILADELPHIA	7
	EXTRA ENTERTAINMENT MAG Total		16

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
BROWN	FORENSIC FILES-NBC	PHILADELPHIA	1
	FORENSIC FILES-NBC Total		1
PADP	FOX FRIDAY	PHILADELPHIA	3
	FOX FRIDAY Total		3
PADP	FOX NEWS SUNDAY-FOX	PHILADELPHIA	1
	FOX NEWS SUNDAY-FOX Total		1
BROWN	FRASIER	PHILADELPHIA	1
	FRASIER Total		1
PADP	GLADIATOR MOVIE/ABC	PHILADELPHIA	2
	GLADIATOR MOVIE/ABC Total		2
BROWN	GOOD DAY	PHILADELPHIA	5
	GOOD DAY Total		5
BROWN	GOOD MORNING AMERICA	PHILADELPHIA	15
HOEFFEL	GOOD MORNING AMERICA	PHILADELPHIA	7
PADP	GOOD MORNING AMERICA	PHILADELPHIA	11
	GOOD MORNING AMERICA Total		33
BROWN	GUARDIAN-CBS	PHILADELPHIA	1
	GUARDIAN-CBS Total		1
HOEFFEL	GUBERNATORIAL DEBATE	PHILADELPHIA	1
	GUBERNATORIAL DEBATE Total		1
BROWN	GUIDING LIGHT	PHILADELPHIA	1
HOEFFEL	GUIDING LIGHT	PHILADELPHIA	1
	GUIDING LIGHT Total		2
PADP	HACK	PHILADELPHIA	1
	HACK Total		1
BROWN	HISPANICS TODAY	PHILADELPHIA	1
PADP	HISPANICS TODAY	PHILADELPHIA	1
	HISPANICS TODAY Total		2
BROWN	HOLLYWOOD SQUARES	PHILADELPHIA	2
HOEFFEL	HOLLYWOOD SQUARES	PHILADELPHIA	1
PADP	HOLLYWOOD SQUARES	PHILADELPHIA	5
	HOLLYWOOD SQUARES Total		8
HOEFFEL	INSIDE STORY	PHILADELPHIA	2
	INSIDE STORY Total		2
BROWN	JEOPARDY	PHILADELPHIA	6
HOEFFEL	JEOPARDY	PHILADELPHIA	4
PADP	JEOPARDY	PHILADELPHIA	7
	JEOPARDY Total		17
BROWN	JOHN WALSH SHOW	PHILADELPHIA	1
HOEFFEL	JOHN WALSH SHOW	PHILADELPHIA	2
PADP	JOHN WALSH SHOW	PHILADELPHIA	5
	JOHN WALSH SHOW Total		8
BROWN	JUDGE HATCHETT	PHILADELPHIA	4
	JUDGE HATCHETT Total		4
BROWN	JUDGE JOE BROWN	PHILADELPHIA	6
	JUDGE JOE BROWN Total		6
BROWN	JUDGE JUDY	PHILADELPHIA	10
HOEFFEL	JUDGE JUDY	PHILADELPHIA	4

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
PADP	JUDGE JUDY	PHILADELPHIA	8
	JUDGE JUDY Total		22
BROWN	JUDGE MATHIS	PHILADELPHIA	11
	JUDGE MATHIS Total		11
PADP	KING OF QUEENS	PHILADELPHIA	1
	KING OF QUEENS Total		1
BROWN	KING OF THE HILL	PHILADELPHIA	1
	KING OF THE HILL Total		1
PADP	KYW NEWSRADIO AM	PHILADELPHIA	3
	KYW NEWSRADIO AM Total		3
BROWN	LATE NGT/CONAN OBRIEN	PHILADELPHIA	5
	LATE NGT/CONAN OBRIEN Total		5
BROWN	LATE SHOW/DAVID LTTRMN	PHILADELPHIA	8
HOEFFEL	LATE SHOW/DAVID LTTRMN	PHILADELPHIA	2
PADP	LATE SHOW/DAVID LTTRMN	PHILADELPHIA	7
	LATE SHOW/DAVID LTTRMN Total		17
BROWN	LAW & ORDER: SPECIAL VIC	PHILADELPHIA	1
HOEFFEL	LAW & ORDER: SPECIAL VIC	PHILADELPHIA	1
PADP	LAW & ORDER: SPECIAL VIC	PHILADELPHIA	1
	LAW & ORDER: SPECIAL VIC Total		3
PADP	LAW & ORDER-NBC	PHILADELPHIA	1
	LAW & ORDER-NBC Total		1
BROWN	LAW AND ORDER: CRIMINAL	PHILADELPHIA	1
PADP	LAW AND ORDER: CRIMINAL	PHILADELPHIA	1
	LAW AND ORDER: CRIMINAL Total		2
HOEFFEL	LIFE MOMENTS	PHILADELPHIA	3
PADP	LIFE MOMENTS	PHILADELPHIA	1
	LIFE MOMENTS Total		4
BROWN	LIVING SINGLE	PHILADELPHIA	1
	LIVING SINGLE Total		1
BROWN	MONK-ABC	PHILADELPHIA	1
	MONK-ABC Total		1
BROWN	MONTEL WILLIAMS SHOW	PHILADELPHIA	2
HOEFFEL	MONTEL WILLIAMS SHOW	PHILADELPHIA	2
PADP	MONTEL WILLIAMS SHOW	PHILADELPHIA	3
	MONTEL WILLIAMS SHOW Total		7
BROWN	NBC MONDAY NIGHT MV	PHILADELPHIA	2
	NBC MONDAY NIGHT MV Total		2
HOEFFEL	NBC MOVIE OF/WEEK-SAT	PHILADELPHIA	1
	NBC MOVIE OF/WEEK-SAT Total		1
BROWN	NEW YORK CITY MARATHON H	PHILADELPHIA	1
	NEW YORK CITY MARATHON H Total		1
BROWN	NEWS	PHILADELPHIA	206
HOEFFEL	NEWS	PHILADELPHIA	139
PADP	NEWS	PHILADELPHIA	131
	NEWS Total		476
BROWN	NEWS SPECIAL	PHILADELPHIA	2
	NEWS SPECIAL Total		2

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
BROWN	NOTRE DAME FOOTBALL	PHILADELPHIA	2
PADP	NOTRE DAME FOOTBALL	PHILADELPHIA	1
	NOTRE DAME FOOTBALL Total		3
BROWN	ONE LIFE TO LIVE	PHILADELPHIA	1
HOEFFEL	ONE LIFE TO LIVE	PHILADELPHIA	1
PADP	ONE LIFE TO LIVE	PHILADELPHIA	1
	ONE LIFE TO LIVE Total		3
BROWN	OPRAH WINFREY SHOW	PHILADELPHIA	11
HOEFFEL	OPRAH WINFREY SHOW	PHILADELPHIA	5
PADP	OPRAH WINFREY SHOW	PHILADELPHIA	5
	OPRAH WINFREY SHOW Total		21
BROWN	PASSIONS	PHILADELPHIA	1
	PASSIONS Total		1
BROWN	PEOPLES COURT	PHILADELPHIA	4
	PEOPLES COURT Total		4
BROWN	PET SHOP	PHILADELPHIA	1
	PET SHOP Total		1
HOEFFEL	PORT CHARLES	PHILADELPHIA	1
	PORT CHARLES Total		1
BROWN	POWERBALL -- GAME SHOW	PHILADELPHIA	1
PADP	POWERBALL -- GAME SHOW	PHILADELPHIA	2
	POWERBALL -- GAME SHOW Total		3
BROWN	PRACTICE	PHILADELPHIA	1
HOEFFEL	PRACTICE	PHILADELPHIA	1
	PRACTICE Total		2
PADP	PRACTICE-ABC	PHILADELPHIA	1
	PRACTICE-ABC Total		1
BROWN	PRESIDIO MED	PHILADELPHIA	1
PADP	PRESIDIO MED	PHILADELPHIA	1
	PRESIDIO MED Total		2
BROWN	PRICE IS RIGHT	PHILADELPHIA	6
HOEFFEL	PRICE IS RIGHT	PHILADELPHIA	4
PADP	PRICE IS RIGHT	PHILADELPHIA	2
	PRICE IS RIGHT Total		12
PADP	PRIMETIME THURSDAY	PHILADELPHIA	1
	PRIMETIME THURSDAY Total		1
BROWN	PROVIDENCE/NBC	PHILADELPHIA	1
	PROVIDENCE/NBC Total		1
BROWN	PYRAMID	PHILADELPHIA	5
PADP	PYRAMID	PHILADELPHIA	6
	PYRAMID Total		11
BROWN	REGIS AND KELLY	PHILADELPHIA	12
HOEFFEL	REGIS AND KELLY	PHILADELPHIA	4
PADP	REGIS AND KELLY	PHILADELPHIA	5
	REGIS AND KELLY Total		21
BROWN	ROB NELSON SHOW	PHILADELPHIA	7
	ROB NELSON SHOW Total		7
BROWN	ROBBERY HOMICIDE DIVISIO	PHILADELPHIA	1

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

CANDIDATE	PROGRAM	MARKET	SPOT COUNT
	ROBBERY HOMICIDE DIVISIO Total		1
BROWN	SATURDAY EARLY SHOW	PHILADELPHIA	1
HOEFFEL	SATURDAY EARLY SHOW	PHILADELPHIA	1
PADP	SATURDAY EARLY SHOW	PHILADELPHIA	1
	SATURDAY EARLY SHOW Total		3
HOEFFEL	SATURDAY NIGHT LIVE-NBC	PHILADELPHIA	1
	SATURDAY NIGHT LIVE-NBC Total		1
BROWN	SATURDAY TODAY	PHILADELPHIA	3
HOEFFEL	SATURDAY TODAY	PHILADELPHIA	2
PADP	SATURDAY TODAY	PHILADELPHIA	2
	SATURDAY TODAY Total		7
BROWN	SEINFELD	PHILADELPHIA	4
PADP	SEINFELD	PHILADELPHIA	3
	SEINFELD Total		7
BROWN	SHIPMATES	PHILADELPHIA	3
	SHIPMATES Total		3
PADP	SINGSATION	PHILADELPHIA	1
	SINGSATION Total		1
BROWN	SKATE AMER FGR SKTG	PHILADELPHIA	1
	SKATE AMER FGR SKTG Total		1
BROWN	SPORTS FINAL	PHILADELPHIA	1
	SPORTS FINAL Total		1
PADP	SPORTSUNDAY	PHILADELPHIA	2
	SPORTSUNDAY Total		2
BROWN	STILL STANDING	PHILADELPHIA	1
	STILL STANDING Total		1
BROWN	SUNDAY LIVE	PHILADELPHIA	2
HOEFFEL	SUNDAY LIVE	PHILADELPHIA	2
PADP	SUNDAY LIVE	PHILADELPHIA	2
	SUNDAY LIVE Total		6
BROWN	SUNDAY MORNING-CBS	PHILADELPHIA	1
	SUNDAY MORNING-CBS Total		1
BROWN	SUNDAY SPORTS RAPS	PHILADELPHIA	1
	SUNDAY SPORTS RAPS Total		1
BROWN	SUNDAY TODAY	PHILADELPHIA	3
	SUNDAY TODAY Total		3
BROWN	TAXI	PHILADELPHIA	1
PADP	TAXI	PHILADELPHIA	1
	TAXI Total		2
BROWN	TEXAS JUSTICE	PHILADELPHIA	3
PADP	TEXAS JUSTICE	PHILADELPHIA	3
	TEXAS JUSTICE Total		6
BROWN	THIS WEEK ABC	PHILADELPHIA	1
HOEFFEL	THIS WEEK ABC	PHILADELPHIA	1
	THIS WEEK ABC Total		2
BROWN	TODAY SHOW	PHILADELPHIA	18
HOEFFEL	TODAY SHOW	PHILADELPHIA	17
PADP	TODAY SHOW	PHILADELPHIA	11

CMAG REPORTS

PROGRAM SUMMARY

Pennsylvania District 13

October 9, 2002 - November 5, 2002

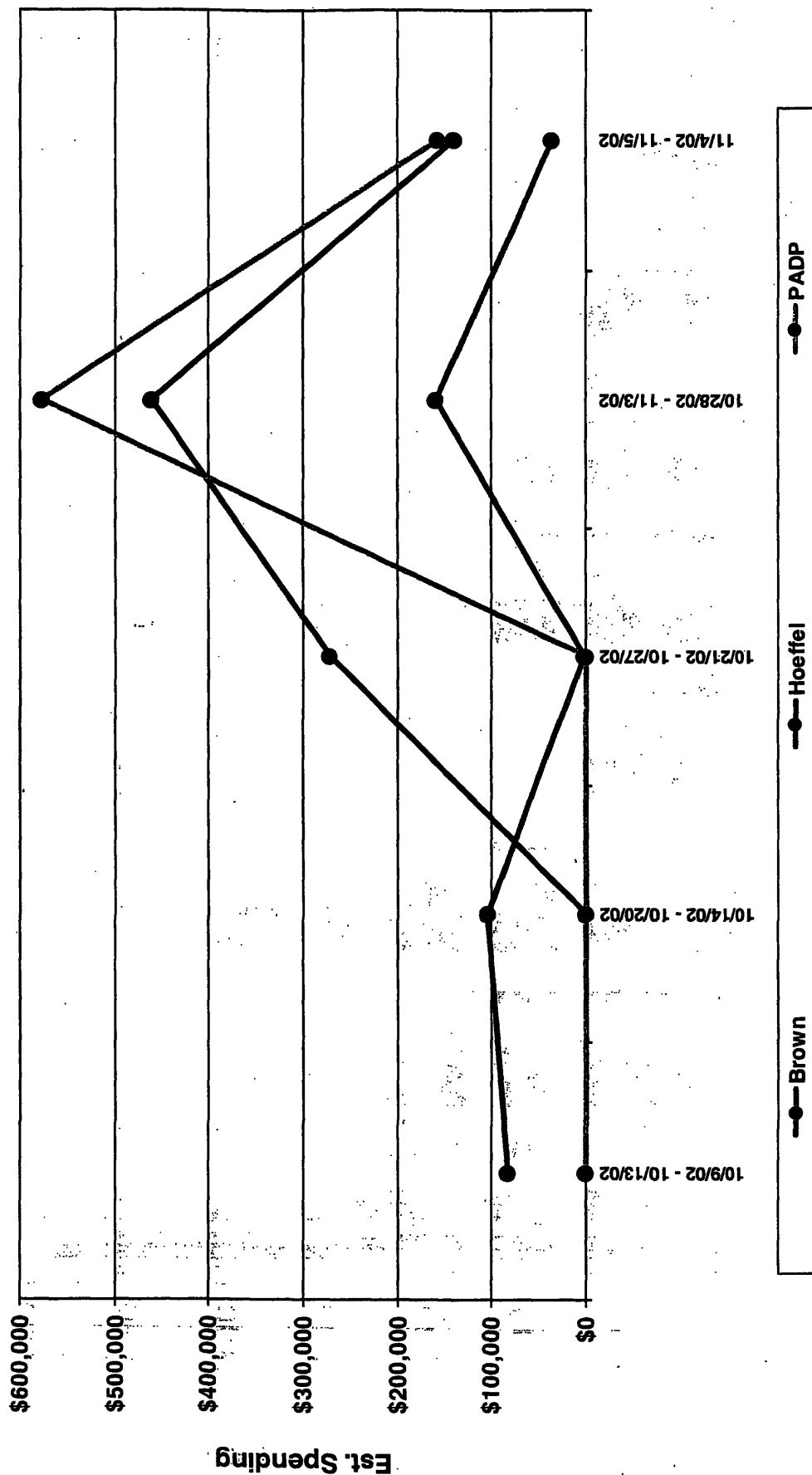
CANDIDATE	PROGRAM	MARKET	SPOT COUNT
	TODAY SHOW Total		46
BROWN	TONIGHT SHOW	PHILADELPHIA	9
HOEFFEL	TONIGHT SHOW	PHILADELPHIA	1
PADP	TONIGHT SHOW	PHILADELPHIA	9
	TONIGHT SHOW Total		19
PADP	TOUCHED BY AN ANGEL	PHILADELPHIA	1
	TOUCHED BY AN ANGEL Total		1
HOEFFEL	U.S. OLYMPIC SERIES	PHILADELPHIA	1
PADP	U.S. OLYMPIC SERIES	PHILADELPHIA	1
	U.S. OLYMPIC SERIES Total		2
BROWN	U.S. SENATE DEBATE	PHILADELPHIA	1
PADP	U.S. SENATE DEBATE	PHILADELPHIA	1
	U.S. SENATE DEBATE Total		2
HOEFFEL	UP CLOSE-ABC	PHILADELPHIA	1
PADP	UP CLOSE-ABC	PHILADELPHIA	3
	UP CLOSE-ABC Total		4
BROWN	VIEW	PHILADELPHIA	5
HOEFFEL	VIEW	PHILADELPHIA	4
PADP	VIEW	PHILADELPHIA	1
	VIEW Total		10
HOEFFEL	WALL ST JOURNAL REPORT	PHILADELPHIA	1
	WALL ST JOURNAL REPORT Total		1
BROWN	WAYNE BRADY SHOW	PHILADELPHIA	2
HOEFFEL	WAYNE BRADY SHOW	PHILADELPHIA	8
PADP	WAYNE BRADY SHOW	PHILADELPHIA	4
	WAYNE BRADY SHOW Total		14
PADP	WEST WING	PHILADELPHIA	1
	WEST WING Total		1
BROWN	WHEEL OF FORTUNE	PHILADELPHIA	7
HOEFFEL	WHEEL OF FORTUNE	PHILADELPHIA	2
PADP	WHEEL OF FORTUNE	PHILADELPHIA	1
	WHEEL OF FORTUNE Total		10
BROWN	WHO WANTS TO BE A MILLIO	PHILADELPHIA	5
HOEFFEL	WHO WANTS TO BE A MILLIO	PHILADELPHIA	2
PADP	WHO WANTS TO BE A MILLIO	PHILADELPHIA	3
	WHO WANTS TO BE A MILLIO Total		10
BROWN	WRLD PRO FGR SKTG CH	PHILADELPHIA	1
	WRLD PRO FGR SKTG CH Total		1
PADP	YES, DEAR	PHILADELPHIA	1
	YES, DEAR Total		1
HOEFFEL	YOUNG AND THE RESTLESS	PHILADELPHIA	1
PADP	YOUNG AND THE RESTLESS	PHILADELPHIA	2
	YOUNG AND THE RESTLESS Total		3
	Grand Total		1,071

2002 PENNSYLVANIA DISTRICT 13

Estimated Spending

Philadelphia, Pennsylvania

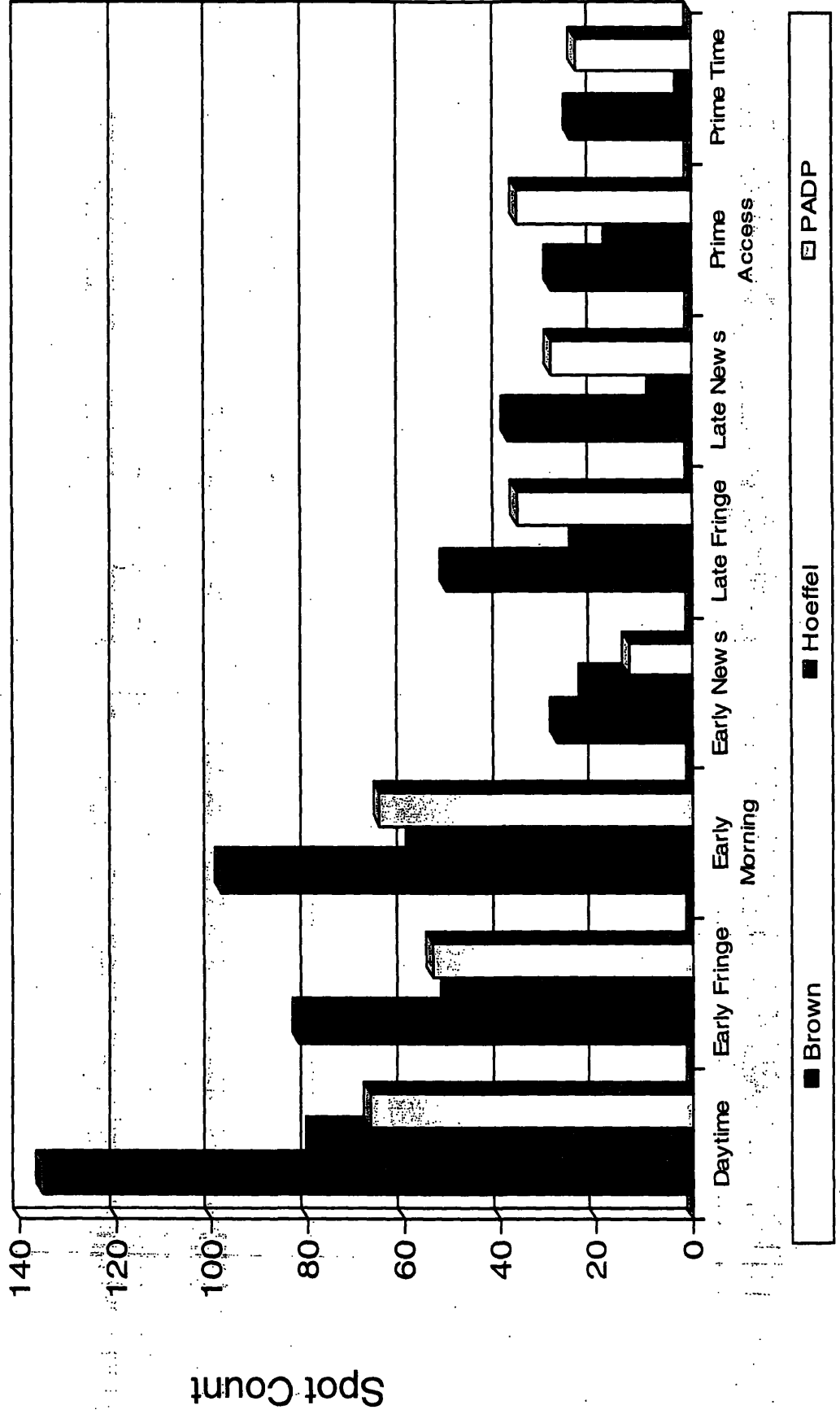
October 9, 2002 – November 5, 2002



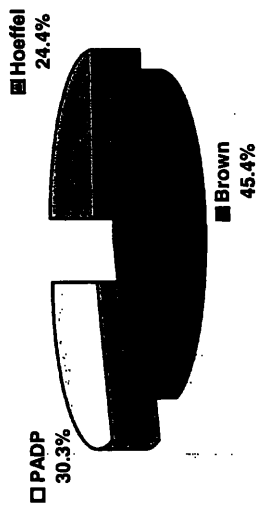
2002 PENNSYLVANIA DISTRICT 13

Spots Per Daypart

Philadelphia, Pennsylvania
 October 9, 2002 – November 5, 2002

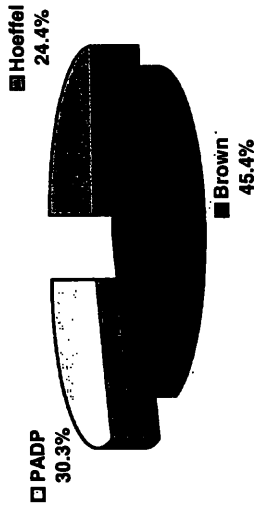


Philadelphia Spot Count 10/9/2002 - 11/5/2002



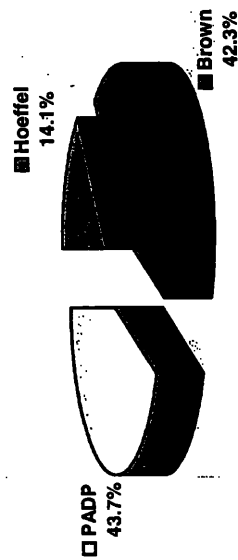
CAMPAIGN	SPOT COUNT	% OF TOTAL
Hoefel	261	24.4%
Brown	486	45.4%
PADP	324	30.3%
GRAND TOTAL	1071	100.0%

Philadelphia Spot Count 10/9/2002 - 11/5/2002



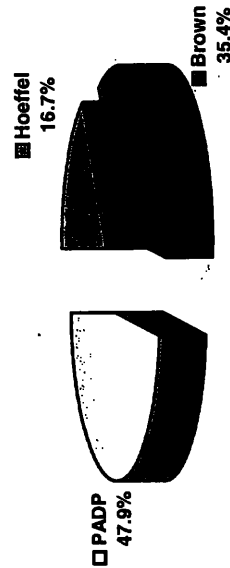
CAMPAIGN	SPOT COUNT	% OF TOTAL
Hoefel	261	24.4%
Brown	486	45.4%
PADP	324	30.3%
GRAND TOTAL	1071	100.0%

Philadelphia Spot Count 10/30/2002 - 11/5/2002



CAMPAIGN	SPOT COUNT	% OF TOTAL
Hoefel	103	14.1%
Brown	310	42.3%
PADP	320	43.7%
GRAND TOTAL	733	100.0%

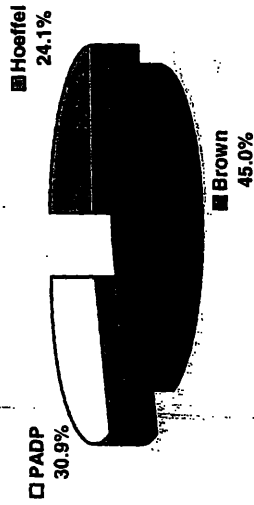
Philadelphia Spot Count 11/5/2002



CAMPAIGN	SPOT COUNT	% OF TOTAL
Hoefel	8	16.7%
Brown	17	35.4%
PADP	23	47.9%
GRAND TOTAL	48	100.0%

Philadelphia Est. Audience

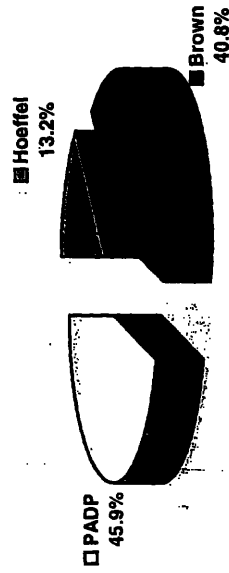
10/9/2002 - 11/5/2002



CAMPAIGN	EST. AUDIENCE	% OF TOTAL
Hoefel	1087.3	24.1%
Brown	2030.9	45.0%
PADP	1396.5	30.9%
GRAND TOTAL	4514.7	100.0%

Philadelphia Est. Audience

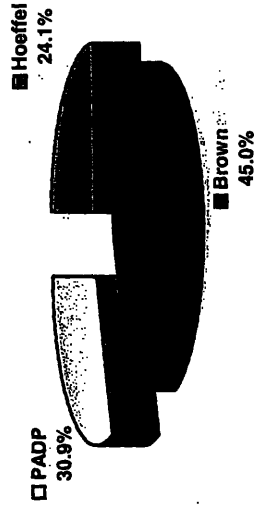
10/30/2002 - 11/5/2002



CAMPAIGN	EST. AUDIENCE	% OF TOTAL
Hoefel	397.6	13.2%
Brown	1228.5	40.8%
PADP	1381.8	45.9%
GRAND TOTAL	3007.9	100.0%

Philadelphia Est. Audience

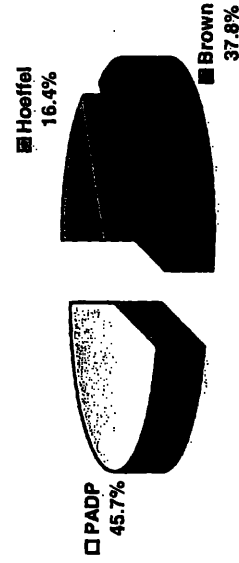
10/9/2002 - 11/5/2002



CAMPAIGN	EST. AUDIENCE	% OF TOTAL
Hoefel	1087.3	24.1%
Brown	2030.9	45.0%
PADP	1396.5	30.9%
GRAND TOTAL	4514.7	100.0%

Philadelphia Est. Audience

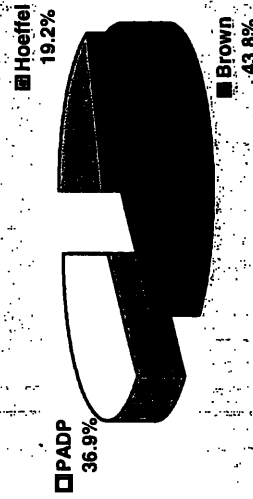
11/5/2002



CAMPAIGN	EST. AUDIENCE	% OF TOTAL
Hoefel	22.9	16.4%
Brown	52.8	37.8%
PADP	63.8	45.7%
GRAND TOTAL	139.5	100.0%

Philadelphia Est. Cost

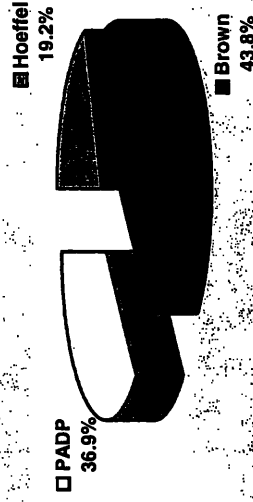
10/9/2002 - 11/5/2002



CAMPAIGN	EST. COST	% OF TOTAL
Hoeffel	\$382,558	19.2%
Brown	\$871,960	43.8%
PADP	\$734,807	36.9%
GRAND TOTAL	\$1,989,325	100.0%

Philadelphia Est. Cost

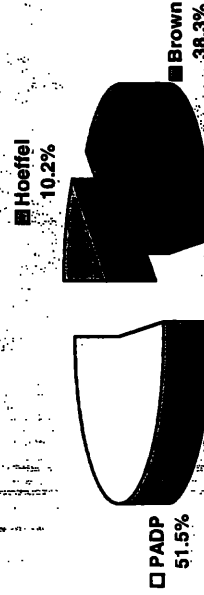
10/9/2002 - 11/5/2002



CAMPAIGN	EST. COST	% OF TOTAL
Hoeffel	\$382,558	19.2%
Brown	\$871,960	43.8%
PADP	\$734,807	36.9%
GRAND TOTAL	\$1,989,325	100.0%

Philadelphia Est. Cost

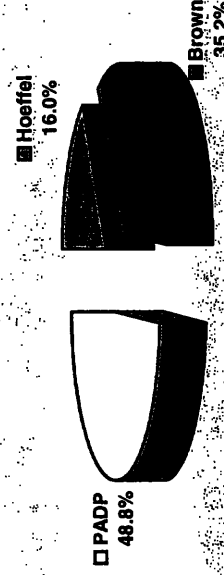
10/30/2002 - 11/5/2002



CAMPAIGN	EST. COST	% OF TOTAL
Hoeffel	\$144,754	10.2%
Brown	\$540,993	38.3%
PADP	\$728,266	51.5%
GRAND TOTAL	\$1,414,013	100.0%

Philadelphia Est. Cost

11/5/2002



CAMPAIGN	EST. COST	% OF TOTAL
Hoeffel	\$6,690	16.0%
Brown	\$14,716	35.2%
PADP	\$20,376	48.8%
GRAND TOTAL	\$41,782	100.0%